



WEWS

ORDER

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Flight Dates 10/12/12-10/18/12

<u>Contract / Revision</u>	<u>300788</u>	<u>/</u>	<u>NRCC IE 2012</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>				<u>Estimate #</u>	2603 TV Oct 12 -Oct 18
	06/15/12	08/24/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	NRCC IE			<u>Order Type</u>	GENERAL
			815 Slaters Lane Alexandria, VA 22314	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	National Media Inc			<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>			<u>Demographic</u>	A35-64	
			<u>Rev Codes</u>	POL	POL
					PARTY
			<u>Product Codes</u>	PL	
815 Slaters Lane			<u>Priority</u>	P-1	
Alexandria, VA 22314			<u>Advertiser Ref</u>		

Primary Account Executive

Daniel Baylog

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Daniel Baylog	100%		

<u>Order Share %</u>		<u>Market Value</u>
<u>Competing Station</u>		<u>Amount</u>
CABLE	<u>%</u>	
UNKWN	100%	
WBNX	<u>%</u>	
WDLI	<u>%</u>	
WEAO	<u>%</u>	
WGGN	<u>%</u>	
WJW	<u>%</u>	
WKYC	<u>%</u>	
WMFD	<u>%</u>	
WOAC	<u>%</u>	
WOIO	<u>%</u>	
WQHS	<u>%</u>	
WUAB	<u>%</u>	
WVIZ	<u>%</u>	
WVPX	<u>%</u>	

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	36	\$39,397.50	\$46,350.00	0.00	10/01/12	10/18/12	36	\$39,397.50	\$46,350.00
Totals	36	\$39,397.50	\$46,350.00	0.00					

Billing Plan

<u>Totals</u>
Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount
N 1 WEWS 10/17/12 10/17/12 M-F GMC 5-6a CM 5-6a --W--- :30 1 \$650.00 P-2 0.00 NM 1 \$650.00
M-F GMC 5-6a
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/15/12 10/21/12 --W--- 1 \$650.00 0.00
N 2 WEWS 10/12/12 10/12/12 M-F GMC 6-7a CM 6-7a ----F-- :30 1 \$550.00 P-2 0.00 NM 1 \$550.00
M-F GMC 6-7a
Start Date End Date Weekdays Spots/Week Rate Rating



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<u>Contract / Revision</u> 300788 <u>Flight Dates</u> 10/12/12-10/18/12										<u>Hiatus Dates</u>								
<u>Original Date / Revision</u> 06/15/12/ 08/24/12										<u>Order Sep</u> 00:20:00								
<u>Advertiser</u> NRCC IE					<u>Product</u> NRCC IE 2012					<u>Estimate #</u> 2603 TV Oct 12 -Oct 18								
Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
N 2	WEWS	10/12/12	10/12/12	M-F	GMC 6-7a	CM	6-7a		--- F--	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00	
				M-F	GMC 6-7a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/08/12	10/14/12	--- F--		1	\$550.00	0.00										
N 3	WEWS	10/15/12	10/18/12	M-F	GMC 6-7a	CM	6-7a		MTWT---	:30	8	\$850.00	P-2	0.00	NM	8	\$6,800.00	
				M-F	GMC 6-7a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/15/12	10/21/12	MTWT---		8	\$850.00	0.00										
N 4	WEWS	10/12/12	10/12/12	M-F	GMA 7-9a	CM	7-9a		--- F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00	
				M-F	GMA 7-9a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/08/12	10/14/12	--- F--		1	\$600.00	0.00										
N 5	WEWS	10/15/12	10/18/12	M-F	GMA 7-9a	CM	7-9a		- TWT---	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00	
				M-F	GMA 7-9a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/15/12	10/21/12	- TWT---		3	\$900.00	0.00										
N 6	WEWS	10/12/12	10/12/12	M-Su	630-7p WNT	CM	630-7p		--- F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00	
				M-Su	630-7p WNT													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/08/12	10/14/12	--- F--		1	\$2,000.00	0.00										
Spot	Ch	Date Range		Description		Start/End Time				Weekdays	Length	Rate	Rtg	Type				
1	WEWS	10/08/12-10/14/12		M-Su 630-7p WNT		630-7p				--- F--	:30	(\$2,000.00)	0.00	NM				
		See MG 6.2																
		[N/A]																
2	WEWS	10/12/12-10/12/12		M-Su 630-7p WNT		630-7p				--- F--	:30	\$2,000.00	0.00	NM				
		MG for 6.1 10/12																
		[N/A]																
N 7	WEWS	10/16/12	10/18/12	M-Su	630-7p WNT	CM	630-7p		- T-T--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00	
				M-Su	630-7p WNT													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/15/12	10/21/12	- T-T--		2	\$2,500.00	0.00										
N 9	WEWS	10/12/12	10/12/12	M-F	7-730p	CM	7-730p		--- F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
				M-F	7-730p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/08/12	10/14/12	--- F--		1	\$1,000.00	0.00										
N 10	WEWS	10/15/12	10/18/12	M-F	7-730p	CM	7-730p		MTWT---	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00	
				M-F	7-730p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/15/12	10/21/12	MTWT---		4	\$1,200.00	0.00										
N 11	WEWS	10/12/12	10/12/12	M-F	730-8P	CM	730-8p		--- F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
				M-F	730-8P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/08/12	10/14/12	--- F-		1	\$1,000.00	0.00										
N 12	WEWS	10/15/12	10/18/12	M-F	730-8P	CM	730-8p		MTWT---	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00	
				M-F	730-8P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/15/12	10/21/12	MTWT---		4	\$1,200.00	0.00										
N 13	WEWS	10/13/12	10/13/12	Nascar Series		CM	12p-12x		-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00	
				Nascar Series														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
		Week: 10/08/12	10/14/12	-----S-		1	\$3,000.00	0.00										



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Contract / Revision 300788 Flight Dates 10/12/12-10/18/12Hiatus DatesOriginal Date / Revision 06/15/12/ 08/24/12Order Sep 00:20:00Advertiser NRCC IEProduct NRCC IE 2012Estimate # 2603 TV Oct 12 -Oct 18

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N14	WEWS	10/15/12	10/18/12	M-SU 11-1135P Late Nev	M	11-1135p	MTWT---	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00	
M-SU 11-1135P Late Nev																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-WT---		3	\$3,000.00			0.00						
N15	WEWS	10/14/12	10/14/12	SU 1125p-12a Sports Ext	M	1135p-12x	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00	
SU 1135p-12a Sports Ext																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S		1	\$550.00			0.00						
N16	WEWS	10/12/12	10/12/12	M-F 1135p-1202a Nightl	M	1135p-1207x	-----F--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00	
M-F 1135p-1202a Nightl																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----F--		1	\$900.00			0.00						
N17	WEWS	10/15/12	10/18/12	M-F 1135p-1202a Nightl	M	1135p-1207x	MT-T---	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00	
M-F 1135p-1202a Nightl																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	MT-T---		3	\$1,000.00			0.00						
														Totals	36	\$46,350.00